# International POW WOW 2007



# TIA's 2007 International Pow Wow Anaheim

#### **Program Dates:**

April 21 -25, 2007

#### **Summary:**

International Pow Wow is produced by the Travel Industry Association (TIA), and is the travel industry's premier international marketplace and the largest generator of Visit USA travel. During three days of intensive, pre-scheduled business appointments U.S. travel executives representing more than 1,000 U.S. Supplier organizations and destinations from very region of the U.S., and representing all industry category components meet with close to 1,500 International and Domestic Buyers from more than 70 countries. Historically, the business negotiated in these meetings results in the generation of over \$3.5 billion in future Visit USA travel. At TIA's International Pow Wow, International and Domestic Buyers and U.S. Suppliers are able to conduct business that would otherwise be generated only through and exhaustive number of around-the-world trips.

International Pow Wow is also an opportunity for unique news coverage for U.S. travel destinations and products. On average, more than 350 travel journalists from over 40 countries attend International Pow Wow each year.

As host state for 2007 International Pow Wow, California had the unique opportunity to showcase the diversity of its travel product. The California Travel & Tourism Commission (CTTC) organized six post familiarization tours throughout the state.

Lastly, CTTC hosted the UK/Irish welcome event reception and had a large presence at the media marketplace and press events.

#### **Target Audience:**

International and domestic travel buyers and media.

#### Objectives/Reach:

The goal of the CTTC's participation in Pow Wow is to promote California as a premier travel destination, educate buyers and media on California travel product and generate interest/leads for California destinations.

#### **Results and Accomplishments:**

The CTTC conducted nearly 150 pre-scheduled appointments with international and domestic buyers. CTTC staff met with over 100 international media members, pitching California story ideas at the media marketplace. Staff escorted 105 travel buyers and press on six familiarization tours throughout the state.

In addition, CTTC's Executive Director Caroline Beteta participated in the host city/state press conference with over 75 media in attendance were staff conducted on-site television and print interviews with domestic and international media.

#### Staff Pow Wow Attendance:

Caroline Beteta
Lynn Carpenter
Glenda Taylor
Percy Stevens
Jason Pacheco
Francoise LeGrand, Australia
Martin Walter, Germany
Katsuji Tochino, Japan
Andy Price, UK
Wolfram Ortius, Germany PR
John Martin, UK
Guy Chambers, UK
Bob Amano

Media: Jennifer Jasper Jeanne Sullivan Sam Caygill

Shop CA: Susan Wilcox Janet LaFevre

#### **Program Contacts:**

Glenda Taylor 916-319-5419 gtaylor@visitcalifornia.com

Jennifer Jasper 916-319-5428 jjasper@visitcalifornia.com

# UK/Irish Welcome Event





# California Tourism Booth





# Press Conference





# Fam Tours



Squaw Valley Herb Garden, Farm-to-Fork Culinary Tour



Sierra Railroad Dinner Train, Owner Chris Hart and 22 travel writers enjoy lunch



Yosemite National Park

#### **Facts and Figures**

#### International Pow Wow 2007

April 21-25, 2007 Anaheim, California

#### 2007 Host City

Anaheim, California

#### **Dates**

Saturday, April 21 - Wednesday, April 25, 2007

#### **Number of Booths**

1,300

#### **Booth Holders**

U.S. Suppliers of USA travel products and destinations

#### Attendees

International Buyers, Domestic Buyers and International Journalists

#### **Total Attendance Expected**

5,500

#### **Number of Countries Represented**

70+

#### Location

Anaheim Convention Center

#### **Produced by**

Travel Industry Association

#### The Premier Travel Industry Business Show

#### International Pow Wow 2007

April 21-25, 2007 Anaheim, California

#### What is TIA's International Pow Wow?

Not A Typical Trade Show

TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel - it is NOT a typical trade show. In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U. S. travel organizations from every region of the USA, and representing all industry category components, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. To learn more, visit the International Pow Wow 2006 highlights page.



Glenda Taylor, California Tourism

Booth #: 1501-1503-1505

Appointment for : 11605

4:11:49 PM, Tuesday, April 17,

As of : 2007

Appointment List							
Delegate / Company Name	City	Country	Cmp. No.	Appt #	Day	Time	Reason
Tilo Krause-Duenow, CANUSA Touristik	Hamburg	Germany	10034	1	М	10:05 AM - 10:25 AM	INTMUTUAL
				1	М	10:05 AM - 10:25 AM	
Sanaa Boudaraia, Al Maktab Travel & Tourism	Safat	Kuwait	10950	1	М	10:05 AM - 10:25 AM	INTBUY
Colin Chapman, Thomas Cook Signature	Peterborough	United Kingdom	10359	2	М	10:30 AM - 10:50 AM	INTMUTUAL
Jesper Ewald, FDM travel	Lyngby	Denmark	10660	2	М	10:30 AM - 10:50 AM	INTBUY
Takeharu Mizukoshi, IACE Travel Co., Ltd.	Tokyo	Japan	10414	2	М	10:30 AM - 10:50 AM	INTBUY
Sonja Karl, Thomas Cook Reisen	Oberursel	Germany	10753	3	М	10:55 AM - 11:15 AM	INTMUTUAL
Sally Brading, Travelsphere Ltd	Market Harborough	United Kingdom	10235	3	М	10:55 AM - 11:15 AM	INTBUY
Gilbert Hadey, Destination	Strasbourg	France	15695	3	М	10:55 AM - 11:15 AM	INTBUY
Ralf Hieke, CRD International	Hamburg	Germany	10037	4	М	11:20 AM - 11:40 AM	INTMUTUAL
Jandyra Coutinho, MK Travel Viagens e Turismo	Rio de Janeiro	Brazil	15682	4	М	11:20 AM - 11:40 AM	INTBUY
Keith Friend, Funway Holidays International Inc	Bromley	United Kingdom	10049	4	М	11:20 AM - 11:40 AM	INTBUY
Alison Bird, Carrier Ltd.	Cheadle	United Kingdom	10616	5	М	11:45 AM - 12:05 PM	INTMUTUAL
Ed Smith, Canada & Alaska Specialist Holidays	Sydney	Australia	15820	5	М	11:45 AM - 12:05 PM	INTBUY
Nina Stokka, Via Tours	Oslo	Norway	10303	5	М	11:45 AM - 12:05 PM	INTBUY
Justine Egan, WEXAS - The Traveller's Club	London	United Kingdom	10360	6	М	2:05 PM - 2:25 PM	INTMUTUAL
Byung-Ro Seo, Tour 2000 Travel Agency	Seoul	Korea	10862	6	М	2:05 PM - 2:25 PM	INTBUY
Victor Dsouza, Thomas Cook Al Rostamani LLC	Dubai	United Arab Emirates	10676	6	М	2:05 PM - 2:25 PM	INTBUY
Masao Konda, Overseas Travel Agency Company	Osaka	Japan	14414	7	М	2:30 PM - 2:50 PM	INTMUTUAL
Dean Smith, Lotus/Dial A Flight	London	United Kingdom	10966	7	М	2:30 PM - 2:50 PM	INTBUY
Birgitte Bosma, Kuoni Travel Nederland	Amsterdam	Netherlands	10340	7	М	2:30 PM - 2:50 PM	INTBUY
Claudia Ehlen, Airtours/TUI Deuschland	Frankfurt	Germany	10026	8	М	2:55 PM - 3:15 PM	INTMUTUAL
Patric Khatibi, Aeroplan Reise GmbH	Koeln	Germany	10063	8	М	2:55 PM - 3:15 PM	INTBUY
Yvonne Huizinga, AMCA	The Hague	Netherlands	10334	8	М	2:55 PM - 3:15 PM	INTBUY
Beate Helmes, Dertour GmbH & Co KG	Frankfurt	Germany	10033	9	М	3:20 PM - 3:40 PM	INTMUTUAL
Florence Trouillard, Jetset Voyages	Paris	France	10275	9	М	3:20 PM - 3:40 PM	INTBUY
Lasse Hjorthen, FlyAway Tours	Oslo	Norway	10301	9	М	3:20 PM - 3:40 PM	INTBUY
Galina Redkina, Central Travel Agency (Centra)	Moscow	Russia	10507	10	М	3:45 PM - 4:05 PM	INTBUY
Johan Rejhagen, Ticket Travel Group	Nacka	Sweden	14192	10	М	3:45 PM - 4:05 PM	INTBUY
Naveed Sohail, Al Jarallah Travel	Kuwait City	Kuwait	14036	10	М	3:45 PM - 4:05 PM	INTBUY
Andreas Goedel, Hermes Touristik GmbH	Hamburg	Germany	14468	11	М	4:10 PM - 4:30 PM	INTMUTUAL
Alexandra Nagy, Vista Travel, Ltd.	Budapest	Hungary	10263	11	М	4:10 PM - 4:30 PM	INTBUY



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Tom Dunkley, Online Travel Group Ltd	London	United Kingdom	10362	11	М	4:10 PM - 4:30 PM	INTBUY
Rick Stephan, Travel Quest SA	Santiago	Chile	14931	12	М	4:35 PM - 4:55 PM	INTBUY
Carl Gerkens, Incento B.V. Travel Consultants	Bussum	Netherlands	10338	12	М	4:35 PM - 4:55 PM	INTBUY
Eelke Hoogstins, Travel Products USA B. V.	Alkmaar	Netherlands	10331	12	М	4:35 PM - 4:55 PM	INTBUY
Zia Bapuji, Jetlife	London	United Kingdom	10363	13	М	5:00 PM - 5:20 PM	INTMUTUAL
Guy Novik, USAirtours Limited	London	United Kingdom	10237	13	М	5:00 PM - 5:20 PM	INTBUY
Cecilia Galvan, Viajes Olin	Mexico City	Mexico	10113	13	М	5:00 PM - 5:20 PM	INTBUY
Remi VENITIEN, Vacances Transat	Montreuil	France	10270	14	М	5:25 PM - 5:45 PM	INTBUY
Obaid Ullah Chughtai, Kaeynat Travels International	Mian Channu	Pakistan	14106	14	М	5:25 PM - 5:45 PM	INTBUY
Jan Doets, Jan Doets America Tours	Heerhugowaard	Netherlands	10341	14		5:25 PM - 5:45 PM	INTBUY
John Taker, Virgin Holidays	Crawley	United Kingdom	10230	15		9:05 AM - 9:25 AM	INTMUTUAL
Ramon Alvarez, Convenco Incentive Solutions	Madrid	Spain	10700	15	T	9:05 AM - 9:25 AM	INTBUY
Sharon Lin, Everlight Travel Service Co., Ltd.	Taipei	Taiwan, Republic Of China	10756	15	T	9:05 AM - 9:25 AM	INTBUY
Takako Koseki, Kinki Nippon Tourist Company, Ltd.	Tokyo	Japan	14184	16	+	9:30 AM - 9:50 AM	INTMUTUAL
Baber Amin, Al Khodari Travel & Tourism Agency	Dammam	Saudi Arabia	15789	16	T	9:30 AM - 9:50 AM	INTBUY
Plinio Nascimento, Nascimento Turismo	Sao Paulo	Brazil	10150	16	T	9:30 AM - 9:50 AM	INTBUY
Hugh Clayson, Titan Travel Limited	Redhill	United Kingdom	10150	17		9:55 AM - 10:15 AM	INTMUTUAL
Mauricio Caicedo, Avianca	Bogota	Colombia	10508	17		9:55 AM - 10:15 AM	INTBUY
Dinca Dragos, Class Travel	Bucharest	Romania	15708	17	T	9:55 AM - 10:15 AM	INTBUY
Mary McKenna, Tour America	Dublin		10455	18	T	10:20 AM - 10:40 AM	INTMUTUAL
		Ireland					
Scott Humble, Lastminute.com Group	London	United Kingdom	10476	18	T	10:20 AM - 10:40 AM	INTBUY
Mihael Robic, Kompas Zagreb	Zagreb	Croatia	10216	18	T	10:20 AM - 10:40 AM	INTBUY
Katsuhisa Seki, JTB Travel Network	New York, NY	Japan	10185	19	T	10:45 AM - 11:05 AM	INTBUY
Louise Millmore, Travel the World	Sydney	Australia	10743	19	T	10:45 AM - 11:05 AM	INTBUY
Emiko Hangai, World Travel System Inc.	Tokyo	Japan	10191	19	T	10:45 AM - 11:05 AM	INTBUY
Siying Li, BTG Business Travel Company	Beijing	China	10772	20	T	11:10 AM - 11:30 AM	INTBUY
				20	Т	11:10 AM - 11:30 AM	
Cheryl Sawyer, Worldwide Independent Travel Network	Landan	Heite d Kie ede ee	4444	20	_	44.40 004 44.00 004	INTDUIV
(WIN) David Ness, Trailfinders Ltd.	London	United Kingdom	11114	20 21	T	11:10 AM - 11:30 AM 11:35 AM - 11:55 AM	INTBUY
	London	United Kingdom	10240				INTMUTUAL
Natalya Dovgan, Diligence Tours Peter Van Veenendaal. Travel Trend	Odessa	Ukraine	14097 10329	21		11:35 AM - 11:55 AM	INTBUY
	Nieuwerkerk a/d IJssel	Netherlands		21	T	11:35 AM - 11:55 AM	_
Daniel Oetterli, Hotelplan Ltd. Switzerland	Glattbrugg	Switzerland	10317	22	-	1:45 PM - 2:05 PM	INTMUTUAL
Klaus Wissel, McFlight Flugvermittlung GmbH	Aschaffenburg	Germany	10635	22	T	1:45 PM - 2:05 PM	INTBUY
Sony Lopez Gonzalez, Tourist Information Bureau	Manila	Philippines	10472	22	T	1:45 PM - 2:05 PM	INTBUY
Kazuyuki Okamoto, H.I.S. Tours USA Inc.	Los Angeles, CA	Japan	10186	23	Т	2:10 PM - 2:30 PM	INTMUTUAL
Newton Vieira, South Marketing International dba SM Travel	Rio de Janeiro	Brazil	10932	23	Т	2:10 PM - 2:30 PM	INTBUY
		-	14622	23		2:10 PM - 2:30 PM	INTBUY
Anne Tattersall, Americadventuretours BV	Enschede	Netherlands	14622	23		2. 10 PIVI - 2.30 PIVI	INTOUT



Rahel Seiler, Sky Tours AG	Zurich	Switzerland	10321	24	Т	2:35 PM - 2:55 PM	INTMUTUAL
Soohyung Lee, Tour Express	Seoul	Korea	15592	24	Т	2:35 PM - 2:55 PM	INTBUY
Mariano Stabielli, Vanguard Marketing S.A.	Buenos Aires	Argentina	11091	24	Т	2:35 PM - 2:55 PM	INTBUY
Marzia Bell, talpacific Holidays	Brisbane	Australia	10441	25	Т	3:00 PM - 3:20 PM	INTMUTUAL
Marc Vezina, Artistours	Laval	Canada	10590	25	Т	3:00 PM - 3:20 PM	INTBUY
Fred Bickmore, LetsGo2	New Malden	United Kingdom	11026	25	Т	3:00 PM - 3:20 PM	INTBUY
Julian Lawman, Travel2/4 & Travelbag	London	United Kingdom	10367	26	Т	3:25 PM - 3:45 PM	INTMUTUAL
Yuki Uchijima, Nikko Travel Co., Ltd.	Tokyo	Japan	10602	26	Т	3:25 PM - 3:45 PM	SUPPLIER
Cristina MacDougall, TBM - Travel Business Marketing	Buenos Aires	Argentina	10081	26		3:25 PM - 3:45 PM	INTBUY
Nazar Berbeka, Trident Travel Company	Lviv	Ukraine	14123	27		3:50 PM - 4:10 PM	INTBUY
Machiko Mori, R & C Tours Co Ltd	Tokyo	Japan	10187	27		3:50 PM - 4:10 PM	INTBUY
				27	Т	3:50 PM - 4:10 PM	
Thierry Vinck, Enjoy Paradise	Antwerp	Belgium	10618	28	Т	4:15 PM - 4:35 PM	INTBUY
Sachio Kobayashi, Gullivers Travel Associates	Osaka	Japan	15642	28	Т	4:15 PM - 4:35 PM	INTBUY
Takahiro Mori, Overseas Travel Agency Co Ltd	Tokyo	Japan	10169	28	Т	4:15 PM - 4:35 PM	INTBUY
David McGregor, Destination America	Peebles	United Kingdom	11022	29	Т	4:40 PM - 5:00 PM	INTBUY
				29	Т	4:40 PM - 5:00 PM	
Mitsunobu Uchida, JalPak International America, Inc.	Gardena, CA	Japan	10291	29	Т	4:40 PM - 5:00 PM	SUPPLIER
Ase Palmqvist, Rese Konsulterna AB	Goteborg	Sweden	10680	30	Т	5:05 PM - 5:25 PM	INTBUY
Astrid Brenninkmeijer, Wereldcontact Reizen BV	Houten	Netherlands	10327	30	Т	5:05 PM - 5:25 PM	INTBUY
Lai Leng Tam, Parlo Tours SDN. BHD.	Kuala Lumpur	Malaysia	15519	30	Т	5:05 PM - 5:25 PM	INTBUY
Claire Davidson, STA Travel UK	London	United Kingdom	15759	31	W	8:30 AM - 8:50 AM	INTMUTUAL
David Robinson, Gold Medal Travel Group	Preston	United Kingdom	10443	31	W	8:30 AM - 8:50 AM	INTBUY
Tomi Ruuskanen, L. R. International Oy Ltd.	Helsinki	Finland	15564	31	W	8:30 AM - 8:50 AM	INTBUY
Claudia Henze-Dynio, Thomas Cook AG	Oberursel	Germany	10388	32	W	8:55 AM - 9:15 AM	INTMUTUAL
Pat Nagel, Nagel Tours Ltd.	Edmonton	Canada	15424	32	W	8:55 AM - 9:15 AM	INTBUY
Wolfgang Hendrix, UStravel.nl/Nova vakanties	Beuningen	Netherlands	15540	32	W	8:55 AM - 9:15 AM	INTBUY
Tsukasa Harufuku, JTB International	Torrance, CA	Japan	10885	33	W	9:20 AM - 9:40 AM	INTMUTUAL
Alejandro Novoa, Mexicana de Aviacion	Mexico City	Mexico	10102	33	W	9:20 AM - 9:40 AM	INTBUY
James Whyte, Globespan Travel Ltd.	Vancouver	Canada	10136	33	W	9:20 AM - 9:40 AM	INTBUY
Mike Lehmann, Meier's Weltreisen	Frankfurt	Germany	10038	34	W	9:45 AM - 10:05 AM	INTMUTUAL
Christian Vilate, Despegar.com	Buenos Aires	Argentina	10494	34	W	9:45 AM - 10:05 AM	INTBUY
Tara Flanagan, Sunway Holidays	Dun Laoghaire	Ireland	15524	34	W	9:45 AM - 10:05 AM	INTBUY
Andreas Neumann, TUI Deutschland GmbH	Hannover	Germany	11065	35	W	10:10 AM - 10:30 AM	INTMUTUAL
·		<u> </u>					
Anna-Elisabeth Butzhammer, Canada Tours CT GmbH	Ainring	Germany	14075	35	W	10:10 AM - 10:30 AM	INTBUY
Chun Wang, Shanghai Shihua International Travel							
Service	Shanghai	China	11087	35	W	10:10 AM - 10:30 AM	INTBUY
							•



Jenny Bogg, Harveys Choice Holidays	Sydney	Australia	10094	36	W	10:35 AM - 10:55 AM	INTMUTUAL
Maria Benilda Justo, First United Travel	Makati City	Philippines	10745	36	W	10:35 AM - 10:55 AM	INTBUY
Lena Hartikainen, EuroUSA	Pietarsari	Finland	14091	36	W	10:35 AM - 10:55 AM	INTBUY
Mandy McGlade, Kuoni Travel UK	Dorking	United Kingdom	10233	37	W	11:00 AM - 11:20 AM	INTMUTUAL
Francine Gregoire, Voyages Aquanautes Inc	St. Basile Le Grand	Canada	10834	37	W	11:00 AM - 11:20 AM	INTBUY
Wilfried Verkaik, De Jong Intra Vakanties	Ridderkerk	Netherlands	11104	37	W	11:00 AM - 11:20 AM	INTBUY
Thomas Svanstedt, Tours & Travel	Nacka	Sweden	10457	38	W	11:25 AM - 11:45 AM	INTBUY
Hiroshi Kobayashi, Hawaii H.I.S. Corporation	Honolulu	Japan	10297	38	W	11:25 AM - 11:45 AM	INTBUY
lan Tillson, ITN Canada Inc.	Waterloo	Canada	10127	38	W	11:25 AM - 11:45 AM	INTBUY
Michaela Hörburger, IFB Institut fuer Bildungsreisen							
GmbH	Konstanz	Germany	10029	39	W	11:50 AM - 12:10 PM	INTBUY
Yuki Ichikawa, JHC Co., Ltd	Toyko	Japan	10179	39	W	11:50 AM - 12:10 PM	INTBUY
Jeff Chu, Grand Travel Inc.	Taipei	Taiwan, Republic Of China	10938	39	V	11:50 AM - 12:10 PM	INTBUY
Heike Pabst, FTI Touristik	Munich	Germany	10041	40	W	2:00 PM - 2:20 PM	INTMUTUAL
Petra Plenkovic, Explorer Fernreisen GmbH	Duesseldorf	Germany	10030	40	W	2:00 PM - 2:20 PM	INTBUY
Monyse Belisle, Flextour/ Voyages Gendron	Valleyfield	Canada	10143	40	W	2:00 PM - 2:20 PM	INTBUY
Piergiorgio Boffano, Gondrand Hnos S.A.	Montevideo	Uruguay	10690	41	W	2:25 PM - 2:45 PM	INTBUY
Yoshio Inoue, Sankei Travel Service	Osaka	Japan	15711	41	W	2:25 PM - 2:45 PM	INTBUY
Thorvardur Guðlaugsson, Icelandair Holidays	Reykjavik	Iceland	10925	41	W	2:25 PM - 2:45 PM	INTBUY
Naonori Shibuya, Kintetsu International Express, Inc.	Gardena, CA	Japan	10287	42	W	2:50 PM - 3:10 PM	SUPPLIER
Leonardo Pedraza, Blanco Travel Service Ltda	Bogota	Colombia	10409	42	W	2:50 PM - 3:10 PM	INTBUY
Julie Labrecque, Le Cercle des Vacances	Paris	France	15735	42	W	2:50 PM - 3:10 PM	INTBUY
Takeshi Sakakibara, Nippon Travel Agency America Inc	Gardena, CA	Japan	10188	43	W	3:15 PM - 3:35 PM	SUPPLIER
Anny De Smet, Travel Worldwide	Schoten	Belgium	10349	43	W	3:15 PM - 3:35 PM	INTBUY
Ivana Di Stasio, I Viaggi Del Delfino	Naples	Italy	10377	43	W	3:15 PM - 3:35 PM	INTBUY
Jo Pettifer, Travel Maestro Pty Ltd	Gladesville	Australia	10744	44	W	3:40 PM - 4:00 PM	INTBUY
Melissa Mallevergne, Tam Viagens	Sao Paulo	Brazil	10492	44	W	3:40 PM - 4:00 PM	INTBUY
Richard Davis, Adventure World	North Sydney	Australia	10095	44	W	3:40 PM - 4:00 PM	INTBUY

Unscheduled Requests	Inscheduled Requests								
ANA Sales Americas, Inc.	Torrance, CA	Japan	10290	NOT SCHEDULED	TIME CONF				
R & C Tours USA Inc	Los Angeles, CA	Japan	10171	NOT SCHEDULED	TIME CONF				
IACE Travel Inc.	Gardena, CA 90248	Japan	10168	NOT SCHEDULED	TIME CONF				
Trans Orbit USA	Los Angeles, Ca	Japan	10401	NOT SCHEDULED	TIME CONF				
America Tour System	Pasadena, CA	Japan	14599	NOT SCHEDULED	TIME CONF				
Beikoku Travel Network, Inc.	Los Angeles, CA	Japan	10289	NOT SCHEDULED	TIME CONF				
Meitetsu Travel USA Corporation	Gardena, CA	Japan	10190	NOT SCHEDULED	TIME CONF				
J World Travel Co., Ltd	Tokyo	Japan	15661	NOT SCHEDULED	TIME CONF				



Nishitetsu Travel Co., Ltd.	Fukuoka	Japan	10603	NOT SCHEDULED	TIME CONF
JTB World Vacations, Inc.	Tokyo	Japan	10182	NOT SCHEDULED	TIME CONF
MWT / U Works	Tokyo	Japan	10890	NOT SCHEDULED	TIME CONF
Flex Travel - TUI Suisse Ltd.	Zurich	Switzerland	10322	NOT SCHEDULED	TIME CONF
Knecht Reisen AG	Aarau	Switzerland	14139	NOT SCHEDULED	TIME CONF
Kuoni Travel Ltd	Zurich	Switzerland	10318	NOT SCHEDULED	TIME CONF
Berge & Meer Touristik GmbH	Rengsdorf	Germany	10039	NOT SCHEDULED	TIME CONF
Creative Holidays	Sydney	Australia	10411	NOT SCHEDULED	TIME CONF
Qantas Holidays	Mascot	Australia	10092	NOT SCHEDULED	TIME CONF
United Vacations - Pinpoint Travel Group	Balmain	Australia	10097	NOT SCHEDULED	TIME CONF
Venture Holidays SA/NT	Adelaide	Australia	10093	NOT SCHEDULED	TIME CONF
Air New Zealand Holidays & Newmans Holidays	Melbourne	Australia	10410	NOT SCHEDULED	TIME CONF
Infinity Holidays	Auckland	New Zealand	10624	NOT SCHEDULED	TIME CONF
Infinity Holidays	Brisbane	Australia	14588	NOT SCHEDULED	TIME CONF
Travelplan Australia Pty Ltd.	Castlecrag	Australia	10736	NOT SCHEDULED	TIME CONF
Travelplan Holidays	Auckland	New Zealand	10392	NOT SCHEDULED	TIME CONF
The TravelSpirit Group (Venture & Explore Holiday)	Sydney	Australia	10096	NOT SCHEDULED	TIME CONF
Driveaway Holidays	North Sydney	Australia	10902	NOT SCHEDULED	TIME CONF
Go Holidays	Auckland	New Zealand	10625	NOT SCHEDULED	TIME CONF
Gullivers Pacific	Auckland	New Zealand	10633	NOT SCHEDULED	TIME CONF
Viator	Haymarket	Australia	10499	NOT SCHEDULED	TIME CONF
American Holidays	Dublin	Ireland	10482	NOT SCHEDULED	TIME CONF
Bon Voyage Travel and Tours	Southampton	United Kingdom	10054	NOT SCHEDULED	TIME CONF
British Airways Holidays	Crawley	United Kingdom	10365	NOT SCHEDULED	TIME CONF
Colletts Travel Ltd	London	United Kingdom	10045	NOT SCHEDULED	TIME CONF
Continental Airlines Vacations UK	Bromley	United Kingdom	15653	NOT SCHEDULED	TIME CONF
Globus & Cosmos	Toronto	Canada	14188	NOT SCHEDULED	TIME CONF
Jetsave	East Grinstead	United Kingdom	10483	NOT SCHEDULED	TIME CONF
North America Travel Service	Leeds	United Kingdom	10229	NOT SCHEDULED	TIME CONF
Premier Holidays	Cambridge	United Kingdom	10242	NOT SCHEDULED	TIME CONF
Thomson America & Canada	Kingston Upon Thames	United Kingdom	11081	NOT SCHEDULED	TIME CONF
United Vacations	Bromley	United Kingdom	10231	NOT SCHEDULED	TIME CONF

<sup>\*</sup> DUPL = Duplicate requests are linked together and only scheduled once within this group.

Requests From Other Companies Not Scheduled							
Adventure International Tours Inc	Makati	Philippines	10284	NOT SCHEDULED	TIME CONF		
Al Jarallah Travel	Kuwait City	Kuwait	14036	NOT SCHEDULED	DUPL		
Americadventuretours BV	Enschede	Netherlands	14622	NOT SCHEDULED	DUPL		

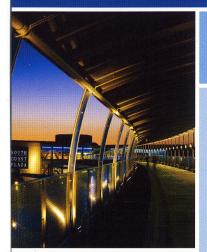


Dertour GmbH & Co KG	Frankfurt	Germany	10033	NOT SCHEDULED	DUPL
Dertour GmbH & Co KG	Frankfurt	Germany	10033	NOT SCHEDULED	DUPL
Despegar.com	Buenos Aires	Argentina	10494	NOT SCHEDULED	DUPL
H.I.S. Tours USA Inc.	Los Angeles, CA	Japan	10186	NOT SCHEDULED	DUPL
Hawaii H.I.S. Corporation	Honolulu	Japan	10297	NOT SCHEDULED	DUPL
JB Travel AB	Stockholm	Sweden	15584	NOT SCHEDULED	TIME CONF
JTB International	Torrance, CA	Japan	10885	NOT SCHEDULED	DUPL
Kuoni Scandinavia	Copenhagen	Denmark	10203	NOT SCHEDULED	TIME CONF
Meier's Weltreisen	Frankfurt	Germany	10038	NOT SCHEDULED	DUPL
Nordmanns-Reiser AS	Oslo	Norway	10580	NOT SCHEDULED	TIME CONF
Thomas Cook Signature	Peterborough	United Kingdom	10359	NOT SCHEDULED	DUPL
Virgin Holidays	Crawley	United Kingdom	10230	NOT SCHEDULED	DUPL
World Travel System Inc.	Tokyo	Japan	10191	NOT SCHEDULED	DUPL

You are invited to a very special evening at SOUTH COAST PLAZA, California's exclusive shopping experience.



# The SHOP AMERICA Reception "Pow Wow's most fashionable private event!"



South Coast Plaza, Garden Terrace, Level Two Tuesday, April 24, 6:00 p.m. to 8:00 p.m.

HOSTED BY
SOUTH COAST PLAZA and SHOP CALIFORNIA

SPONSORED BY
MARK INTERNATIONAL, GRAY LINE WORLDWIDE and
COSTA MESA CONFERENCE & VISITORS BUREAU

Celebrate California's new
CULTURAL and SHOPPING PACKAGES:

HAT, BAGS & EATS!

LIGHT DINNER & CALIFORNIA WINES
GRAY LINE "BLUE DIAMOND" ENTERTAINMENT
FUN PEOPLE, DOOR PRIZES and SUPERB SHOPPING!



#### Transportation via GRAY LINE ANAHEIM

Motorcoaches departing from the front of the Convention Center: 5:45 p.m. to 6:15 p.m. Motorcoaches return from South Coast Plaza to Pow Wow Hotels: 8 p.m. to 9:30 p.m.



California Travel and Tourism Commission

Central Coast Tourism Council

Palm Springs Desert Resort Communities Convention & Visitors Authority

Sacramento Convention & Visitors Bureau

San Diego Convention & Visitors Bureau

San Francisco Convention & Visitors Bureau

West Hollywood Convention & Visitors Bureau

The California Travel & Tourism Commission and the UK & Ireland VisitUSA committees invite you to the

# **UK & IRISH POW WOW WELCOME EVENT**

# SUNDAY 22 APRIL 2007 5pm-7pm

Catal Restaurant - Downtown Disney

Buses will be provided from the Anaheim Marriott from 4.45pm for the short ride to the venue. At the close of the event it is a quick walk across for the 7.00pm start of the official PowWow opening event at Disneyland.

We look forward to seeing you and welcoming you to PowWow in California.

Please RSVP by 15th April to rsvp@californiatourism.co.uk or 0207 257 6180

















#### CALIFORNIA TRAVEL AND TOURISM COMMISSION

Sacramento, California 95814 USA 980 9th Street, Suite 480

xet 0140-444-819 916-444-4429 phone

moo.einvolifealisicom

#### California Travel & Tourism POW WOW TOUR #1 2007 April

	Last Name	First Name	Title	Company	Country
1	Jacobs	Holger	Editor	FVW - Trade Magazine	Germany
2	Van Der Veer	Lucia	Mgr/Dir	Atlantic Dream Vacations	netherlands
3	Buijtendijk	Jack	Gen Dir	Atlantic Dream Vacations	netherlands
4	Oortman	Treo	Gen Mngr	American vacations	Netherlands
5	Oortman	Trudy	Gen Mngr	American vacations	netherlands
6	Ganna	Portnova	no title given	BYTSKO- travel Agency	Ukraine
7	Kooverjee	Dharmesh	CEO	Travel Vision (PTY) Ltd.	S. Africa
8	Yamamoto (Hashimoto)	Reiko	Senior Editor	Chikyu-do, Inc.	Japan
9	Bradshaw	David	Sales Marketing Dir.	Travel Vision (PTY) Ltd.	S. Africa
10	Kim	Jon	President	Apple Tours & Travel Service, Ltd.	Korea
11	Ueki	Takashi	Editor in Chief	Diamond-Big Co.,Ltd.	Japan
12	Massari	Cristina	Travel Editor	O Globo Online	Brasil
13	Lindmark	Ann-Marie	freelance	Connoisseur	Sweden
14	Lindmark	lars	freelance	Lindmark Reportage	Sweden
15	Smith	Dean	Group Sales Mgr	Lotus/ Dialaflight	Uk
16	Stai	Elizabeth K	Product manager	Nordmanns-Reiser	Norway
17	Hallik	Merine	Managing Dir	Kaleva Travel Ltd	Estonia
18	McCarthy	Kevin	On Air Personalities	Travel Planners Radio & Pulse Newspaper	USA
19	McCarthy	Sue	Travel Journalists	Travel Planners Radio & Pulse Newspaper	USA
20	Ladzynska	Barbara	General Director	Consortium of the Polish Travel Agencies	Poland
	Matiaszczyk	Artur	president	Consortium of the Polish Travel Agencies	Poland
22	Tseng	Wei-Chi	Deputy Chief Journalist	TravelRich Bi-Weekly	Taiwan
23	Jennings	Joseph	Journalist	Irish Travel Trade News	Ireland

#### California Travel & Tourism POW WOW TOUR #2 2007 April

	Last Name	First Name	Title	Company	Country
1	Sims	Barry	managing director	Travel Pass Int'l	South Africa
2	Miranda	Paulo Robert	Director/Reporter	TV Travel News	Brasil
3	Neta	Raul Ferreira	Camera Man	TV Travel News	Brasil
4	Karan	Maria Angels	Producer	TV Travel News	Brasil
5	Tore	Suat	Editor In Chief	News Focus Travel Magazine	Turkey
6	Tore	Ozgur	managing Editor	Focus on Travel news	Turkey
7	Nagy	Alexandra	no title given	Vista Travel	Hungary
8	Tsang	Eva	Columnist	Weekend Weekly Mag- Hong Kong	Hong Kong
9	Chaw	Jean	Photojournalist	Weekend Weekly Mag- Hong Kong	Hong Kong
10	Butzhammer	Anna-Elisabeth	no title given	Cananda Tours CT. 6mbtt	Germany
11	Prykhodko	Iurii	Commercial Specialist	U.S. Commercial Service	Ukraine
12	Yeung	Dan	General Manager	Astro Asia Network	Thailand
13	Lyubimova	Irina	no title given	Leif Travel Co.	Russia
14	Klempf	Renata	Director	Prensa Turistica	Argentina
15	Miller	Julie	Freelance Journalist		Australia
16	Evans	Mary Ann	Chair	British Guild of Travel Writers	England

#### California Travel & Tourism POW WOW TOUR #3 2007 April

	Last Name	First Name	Title	Company	Country
1	Ewald	Jesper	General Manager	FDM Travel	Denmark
2	Vraadal	Birgitta	Product Manager	FDM Travel	Denmark
3	Shchori	llan	Journalist	Israeli Tourist Mag	Israel
4	Andersen	Carsten	Travel Writer	Travel Writer	Denmark
5	Fergusen	Barbara	Washington Bureau Chief	Arab News	United States
6	Nicolescu	Mihaela	Sales & Marketing Mgr	Olimpic Intn'l Turism	Romania
7	Nicolescu	George	President	Olimpic Int'l Turism	Romania
8	Arnesen	Lone	Travel Writer	Dagbladet	Denmark
9	Shepard	Petra	no title given	Travelchannel	UK
10	Preda	Lucian	Gen Mgr	Top travel Service	Romania
11	Barta	Krisztina	Operations Exec	Chemol Travel Ltd.	Hungary
12	Tochino	Katsuji	Acct Director	Marketing Garden	Japan
13	Voloshyn	Volodymyr	Director	Telehaus Kiev International Tourism	Ukraine
14	Kajak	Katarzyna	Congress and Fairs Mgr	Air Club Travel Center	Poland
15	Yuge	Takahisa	Producer	Diamond Big Co. Ltd.	Japan
16	Tobe	Isao	Editorial Team	Ikaros Publication	Japan
17	Gilad	Moshe	Travel Writer	Haaretz Daily Newspaper	Israel
18	Honcharov	Volodymyr	General Manager	Publishing House "The Mirror of the World"	Ukraine
19	Roca	Ignacio	manager	Lujor	Ecuador
20	Roca	Lucia De	manager	Lujor	Ecuador
21	Soo	BeeLim		Holiday Tours & Travel	Malaysia

# California Travel & Tourism POW WOW TOUR #4 April 1, 2007

	Last Name	First Name	Title	Company	Country
1	Andersen	Michael	Dir. Of Sales	Scandinavian Cruise Center A/S	Denmark
2	Dylov	Christina	Product Mgr	Scandinavian Cruise Center A/S	Denmark
3	Lange	Henrik	Editorial Mgr	highways	Denmark
4	Tam	Lai Leng	General Mgr	Parlo Tours SDN.BHD	Malaisia
5	Dinca	Madalina	Outgoing Manager	Prestige Tours International	Romania
6	Dinca	Dragos	Event Manager	Class travel	Romania
7	Rowlerson	Norma	none given	Freelance Travel Writer	UK
8	Gregoire	Francine	President	Voyages Aquanautes Inc	Canada
9	Yangthaworntrakul	Natcha	Asst. Operations Mgr.	Astro Asia Network	Thailand
10	Manduric	Zeljka	Sales Mgr	Kompas Zagreb	Croatia
11	Toselli	Juan	President	Juan Toselli International Tours	Argentina

#### California Travel & Tourism POW WOW Tour #5 2007 April

	Last Name	First Name	Title	Company	Country
1	Sullivan	Kerry	Asst Product Mgr	Travel 2/4 & Travel Bag	London
3	Njor	John	Travel Editor	Vagabond	Denmark
4	Lencaster	Carla	Editor	O Globo	Brazil
5	Gill	Mr Kewal	none given	Future Visions and ICMS	India
6	Gill	Mrs kamal	none given	Future Visions and ICMS	
7	Lim	Dong Kun	Yonhap Repere	Yonhap News Agency	Korea
8	Chou	Kuen	Executive Director	China Oversea Travel Corp Ltd.	Hong Kong
9	LeGrand	Francoise	Travel Trade	Gate7	Australia
10	Bang	Prakash	Managing Director	Websource Technologies Limited	India
11	Nagel	Pat	Owner/Mgr	Nagel Tours Ltd.	Canada
12	Nagel	Bob	Tour Planner	Nagel Tours Ltd.	Canada
13	Marees	Ton	none given	Travel magazine	Belgium
14	Taneva	Emily	IAC for Bulgaria	US Embassy Bulgaria	Bulgaria
15	Greene	Ted	Managing Director	Arrow Tours	Ireland
16	Prasad	Soran	Product Development Manager	Pacific Sunspots Tours Ltd.	Canada
17	Lim	Hanny	Dir of Sales/Marketing- CoOwner	Xcanada Tours & Travel Inc.	Canada
18	Andronic	Octavian	General Manager	Amos News Press Agency	Romania
19	Andronic	Mariana	Publisher- Editor in Chief	Universal Padurii Magazine	Romania
20	Yanagihara	Atsuko	Supervisor Inbound Mktg/Planning	Amnet USA, Inc	USA
21	Corry	Eoghan	none given	Travel Extra	Ireland
22	Odinokava	Margarita	none given	Geont Tours	Russia
23	Merchak	Tony	President	Cumming Travel Services	S.Africa



# California's International Visitation International visitors (from overseas, Canada & Mexico) represent an important segment of total travel spending in California In 2006, international visitors spent \$14.6 billion in California, representing more than 15 percent of all travel spending in the state

# Why do International Visitors Choose California?

- Diverse selection of offerings
  - Culinary travel & wine
  - World-class cities
  - Family travel
  - National parks/outdoor recreation activities
  - Iconic coastline
- Climate
- Airlift
  - Major international airports (LAX, SFO)



# California Tourism Receives Budget Boost

The passage of state legislation in 2006 allows the California tourism industry to collect increased assessments on passenger car rentals.

This increased assessment, along with other industry segment contributions, allocates a total \$25 million for FY 06/07 and \$50 million for FY 07/08 (beginning July1).



# CTTC Proposed International Market Expenditures

#### \$20 million FY 07/08 spend

 This increased funding allows California Tourism an unprecedented budget for in-market international promotional spending

#### Core International Promotional Programs:

- Co-op/Promotions
- Technology
- Travel Trade
- Communications
- Research
- Publications



# Proposed Budget by Market \$20 million international marketing

Primary Markets with core programs plus in-country brand advertising:

- UK, Japan, Canada
- \$14 million

Primary Markets with core programs:

- Germany, Mexico, Australia/New Zealand
- \$2.5 million

#### **Emerging Markets:**

- China, Korea, Brazil, France, other opportunities
- \$3.5 million

\*Primary markets selected based on volume, length-ofstay and per trip spend

# **Economic Benefits of Attracting International Visitation**

- Using expanded marketing funds with the goal of returning to pre-9/11 levels would generate an additional \$1.7 billion in overseas visitor spending
- This spending would generate \$66.7
  million in additional state tax
  revenues, and directly support
  18,000 additional jobs



# "Fast Lane"







# **UK Consumer and Trade Highlights**

Co-op, PR and Trade Q2 2007

Travel Trade - UK & Ireland





## **Travel Channel Month**



Travel Channel California Month

Date: April, 2007

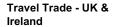
No. of ad spots: 210 No. of Competition spots: 140 No. of Promo spots: 210 No of billboards: 168 Hours of California content: 28 29.6m Impacts: Media Value: \$4.252m

california













# Mountain Magic



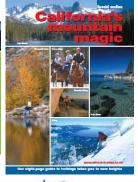
Title: Mountain Magic Supplement

Date: 8 April, 2007

No. of pages: 8
Circulation: 1.3m
Media value: \$450,000

Summary: Sunday supplement on California mountains







Travel Trade - UK & Ireland





# PR Campaign – Q2 Overview

Articles - 29

- 73% increase Jan - March

Circulation – 19,758,486 – 94% increase Jan – March

AVE - \$530,983 PR Value - \$1,607,976 - 92% increase Jan - March

ROI -







# PR Campaign – Highlights



Title: Conde Nast Traveller Date: April, 2007(out March)

No. of Pgs: 10 pages Circulation: 83,031 AVE: \$134,800 PR Value: \$404,400

Summary: 25 Reasons to go to San Francisco



Travel Trade - UK & Ireland





CALIFORNI

### PR Campaign – Highlights

Title: Thomson TV Date: 29 March, 2007

No. of Mins: 21 mins Circulation: 3,000,000 \$180,600 AVE: PR Value: \$541,800 Summary: Interview about California







#### PR Campaign - Highlights



Title: Independent on Sunday

Date: 4 March, 2007

 No. of Pgs:
 2 pages

 Circulation:
 2,698,871

 AVE:
 \$50,000

 PR Value:
 \$150,000

Summary: The Complete Guide to San Francisco





Travel Trade - UK & Ireland





## PR Campaign – planned activity for Q3

Over the next quarter California Tourism UK & Ireland will be targeting lifestyle media for two
group trips to secure coverage away from the travel pages. Work in progress includes two film
crews filming in California over the summer, a series of 6 photoshoots in June and 12 individual
media trips.

#### Broadcast:

- Oz Clarke, Big Wine Tour 6x 30 minute programmes for BBC2
- No Frontiers 8 minute segment on Irish Travel programme

#### Print:

- Wallpaper\* cutting edge interiors magazine
- Waitrose Food Illustrated high end lifestyle magazine with an emphasis on food

#### Group trips

- Design in the Golden Triangle fashion, architecture and interiors
- The Great Outdoors adventures in northern California

#### Additional activity:

UK & Ireland Media Mission – 10 – 15 June





# Joint Marketing Campaigns with Key Travel Trade Partners (select examples to the consumer)

- Multiple, multi-level campaigns partnered with key travel trade partners to reach both the consumer and the travel trade.
- Both 'Traditional' and Online marketing strategies and activities.
  - dedicated websites
  - ppc campaigns
  - consumer database activites
  - classified ads in key broadcast media
  - exclusive packages and off
  - CA wine incentives
- Partners for Q3 included:
  Titan HiTours
  Bon Voyage
  British Airways
  United Airlines
  Hayes & Jarvis
  California Vacations
  Elegant Resorts

Travel Trade - UK & Ireland









pecial Offer!

CALIFORA

California§





- Trade strategies have include
  - Booking Incentives
  - Exclusive offers
  - Bespoke packages
  - Fam Trips
  - Competitions
  - Web Activities
  - Trade Press
  - CA Wine











## **Consumer Shows**

CALIFORNIA

- 'HolidayWorld' Ireland
  - 1day trade show plus 3day consumer show
  - 3,900 trade attendees
  - 51,300 consumers
  - partnered with LA Inc.
- 'The Wine Show'
  - partnered with California Wine Institute
  - 13,989 ABC1 consumers
- California Wine Institute's Annual Tasting
  - 50 Wineries & CA Wine reps
  - 500 guests incl. Hoteliers, Sommeilers, Retail Stores, Wine Specialists, Wine Journalists, Promotions Managers
  - 'Taste of California' lunch with CA chefs
  - CA Tourism booth to promote Wine Tourism Holidays and promote Wine regions and 'add on options for holiday and business trips

Travel Trade - UK & Ireland







FIND YOURSELF HERE







# Other Travel Trade Team activities



- 'Tour of California' Fam
  - 6 Key media & operators
  - San Francisco, Sonoma County & Sacramento
- TTG Travel Agent Roadshows
  - 150 Agents per evening
  - 10 suppliers
  - Belfast, Northern Ireland
  - Swansea, Wales
  - Glasgow, Scotland
  - London, England
- Product Development / Comprehensive Sales Call schedules / Trainings / California Months / Fam Trip facilitation / Brochure Analysis

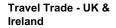






















### Selected Japan Unpaid PR Exposure

Publication: FRaU (Leading Female fashion/lifestyle magazine)

Date: September, 2006
No. of Page(s): 8 full pages
AD Value: US\$109,090

Readership: Well-educated working women in their 20's

Summary: Editorial introduces Napa and Sonoma's winery/luxury hotels/ shops/picnics in Napa and Sonoma as the

best wine picnic destination on earth.





Marketing Garden

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### Selected Japan Unpaid PR Exposure

Type: Tabi(Travel) Channel-TV Coverage Date: September ~November, 2006

Length: 60 minutes (Repeatedly aired 39 times in 3months)

Viewership: Men and women from 20s to 50s

Audience: 2,504,000 AD Value: US\$425,454

Headline: Rediscovery of California ~Wild Nature and Gold Rush
Summary: A special 60 minute Calfirnoa TV feature features National
Parks (Yosemite and Death Valley), Sacramento and the roots

of the Gold Rush in Gold Country.









Marketing Garden

4



### Selected Japan Unpaid PR Exposure

Figaro Voyage Japon Date: March, 2007 No. of Page(s): 30 full pages

Readership: Females in their 20s to 40s - top Japan travel publication AD Value:

US\$272.727

Summary: California editorial introduces organic shops, restaurants,

hotels, wineries and spas in San Francisco and Napa, Sonoma, Calistoga, Healdsburg, and Glen Ellen with map of each location with beautiful photos. CTTC Japan also

secured the cover page to be California.







Marketing



### Japan media exposure in planning

CTTC Japan is targeting increased media exposure in each of the Japan target segments (Females in their 20s-30s, Males in their 30s to 40s, Silvers in their 50s to 60s, Repeaters) including TV/Major travel lifestyle magazines/Travel Websites eight Japanese press trips are in planning for April-May 2007 alone

- 2 TV Programs -- ① \*Exploring Wild Nature/Culture of California 2 California Wine Journey
- DEPARTURES (Membership magazine for AMEX Black/Platinum
- STORY (High-end female lifestyle magazine)
- RAKUDA (Lifestyle magazine targeting silver 50's to 60's)
- Impression Gold (Membership magazine for Gold AMEX card-holders)
- California Wine Travel Mook
- Northwest Airlines In-flight Magazine

Marketing Garden



### Travel Trade Marketing (select events)





### "See USA with United"

#### **Asia Road Show**

- Successfully held Trade show and Media Marketplace in 4 cities - Hong Kong, Shanghai, Beijing, and Taipei in October, 2006
- Created California Chinese CD Press Kit and California Chinese Flyer to distribute at each of the cities in China
- California Powerpoint Presentation in Chinese delivered in China with English version California presentation given in Hong Kong and Taipei.





#### CTTC/SFCVB/United Airline Joint California Seminar

- Jointly organized successful trade seminar with SFCVB and United Airline sin 3 major cities in Japan - Toyko, Osaka, and Nagoya
- **CTTC Japan made Powerpoint** presentation for Northern California -Yosemite, Monterey, Carmel, Napa, Sonoma, and Sacramento
- Each seminar attracted the following key travel trade numbers: Tokyo(59), Osaka(50), and Nagoya(40)

Marketing



### **Consumer Promotions**

#### U.S. Tourism Joint Promotion Campaign 2006







- Participated in the promotion campaign "You've Seen the Films, Now Visit the Set" with the United States Department of Commerce.
- Delivered California promotional message via 2 elements; TV commercials and Mitsukoshi Department Store in-store promotions (the most prestigious department store chain in Japan)
  - 30 second TV commercials featured footage from "Sideways" in August on key TV networks
  - Summer in-store California promotions at Mitsukoshi Department Store featured videos, movie trailers, exhibits, and four packages. Garden



### Consumer Promotions in Planning

Sony Plaza California Promotion (Summer 2007)





#### California Pacific Coast Highway (Jul.-Aug.)

- In-store California promotions, including sales of California products in the 27 nationwide retail outlets of Sony Plaza
  - 8 color page California exposures in Sony Plaza leaflet, "S.P. Splendid" (Ad. Value:\$211,200)



#### San Diego Zoo Promotion (Aug.-Sep.)

- In-store California promotions, sales of California products throughout the 65 nationwide retail outlets of Sony Plaza
  - Original San Diego Zoo products to be sold in the 65 stores
  - 8 color page California exposures in Sony Plaza leaflet, "S.P. Splendid" (Ad. Value:\$211,200)

Marketing Garden

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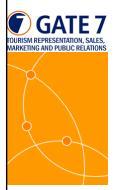




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# Australia & NZ Market Report March Quarter 07



Commission Presentation May 15, 2007



# **New Office Introductions**

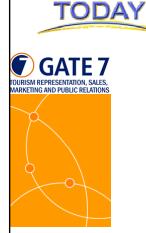
Gate 7's California contract began January 1. As the new representatives, account manager Francoise Legrand was appointed and met with all key travel industry players in the market.







# Working the Media



The Today Show is Australia's longest running breakfast program on Channel 9 from 6-9 am weekdays. It is a similar format to your show of the same name with two hosts who are joined by a team of news, sport, entertainment, weather and travel reporters. The show averages around 300,000 viewers a day.

Broadcast from San Francisco and Highway 1 to kick off our new strategy of mixing non-urban activities into all promotions.



# Working the Media

The first results of media fam trips are coming through. **The Sunday Mail** February 4, 2007

The Sunday Mail is Queensland's number one selling and read newspaper. It has a circulation of 601,357 and a readership of 1,515,000.







# See America Week

The new office announcement was made at a media launch during See America Week. Over a 2 week period, over 1,500 travel agents were trained on California product across both Australia and New Zealand.



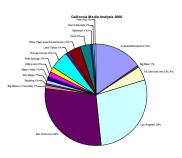




# Research

To prepare for our research program for the last quarter, an initial search demonstrated the very one dimensional view currently being portrayed in Australia and New Zealand - California's exposure is primarily urban.

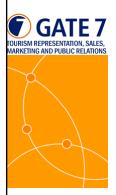




The key to future growth and increased length of stay will be in creating exposure for the many natural delights the state has to offer. Key messages and mediums will be tested in the coming quarter's research project.



# Series of Travel Agent Fams



A series of three concurrent fam trips were arranged to showcase three different ways to see the state, each of them importantly incorporating non-urban activities and experiences into the mix.







# International Web site Strategy Hi-Level Summary

Commission Presentation May 15, 2007

### Visit California – Global Website Plan

# Business Objectives & Goals

- Meet & exceed the standards set by other state tourism websites, most of which have substantial non-US English sites available to the public.
- Develop country specific web content for each of the primary markets
- Provide web content that will support and enhance marketing campaigns in specific markets where campaigns are being run.
- Build localized content websites using in-country search engine optimization guidelines.

## Internationalization Phase 1- April-June

- Expand and improve International Section on the current website
  - Enhance content on an International Travelers section to include: smoking rules, driving regulations, visa info, health regulations, best times to travel, getting here from abroad, renting cars, tipping, etc, based on feedback from in-country representatives and the kinds of information offered to international travelers on other sites. Additional research needed.
- Build language specific homepages with downloadable PDFs for:
  - German
  - Spanish
  - French
  - Korean
  - Portuguese
- German pages tied to Jack Wolfskin promotion (April 25)
- Register International domain names
  - Register country specific domains for German, Spanish, French, Korean, and Portuguese speaking countries, resolve to visitcalifornia/language.
- Begin research and planning for localized sites: AU, UK, DE, CN, IN
  - (see Appendix A: In-Country Planning Guide)

#### Resources needed:

- Designer for International homepage and pdf layout
- Writer for US content and pdf content that will be translated
- Translation services for all language homepages using in-country translators.
- Producer/project manager to manage schedule, project pieces, find and hire translation service, work with in-country researchers to answer questions, begin planning for future phases.
- In-country researchers for web design, content, and SEO for primary markets

## International Homepage Concept Phase 1



#### Notes:

- 1) All text except tabs will be in local language (editorial here is meant to be suggestive, not real content)
- 2) Regions map increased to full size
- 3) Reduce flash to smaller
- 4) Removed Booking widget
- 5) Add intro text and up to 5 pdf documents in language for download based on needs of specific countries
- 6) Area for country specific promotions (fill with house ad if there are none)
- 7) View visitor's guide lead (make this less ad looking, more text-based content to differentiate from the promo)
- 8) Removed footer content since this information may be confusing if it isn't localized.

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# Internationalization Phase 2- June-Aug

- Implement re-designed Japanese website including a unique section for trip planning with information based on research in Japan.
- Conclude research and detailed specs for for localized sites: AU, UK, DE, CN, IN
- Develop plan for monthly newsletter
- Based on research and recommendations from primary markets and business needs, develop a more detailed implementation & roll-out plan for these sites.

#### Resources needed:

- In-country web research and planning
- Editor to own monthly newsletter (content direction, content aggregation, editing, and manage delivery and translation to non-US markets). Ongoing part-time job
- Japan resources already covered by MarketingGarden
- Producer to interact with in-country teams ensure that planning is viewed with an overarching global strategy view, communicate US plans, answer questions, drive resolution of issues as they arise, and facilitate ideas across markets.

### Internationalization Phase 3- Oct-Feb

- Implement localized sites for: AU, UK, DE, CN, IN using the new CMS
- Modify language specific homepage designs to meet new US homepage design
- Move Japan site into CMS

#### Resources needed:

- US based web dev person to create templates and work with each country group to port their own content in. Level of effort will depend on the type of site needed and whether there is a 3<sup>rd</sup> party in-house dev team who will be responsible for content and pages.
- Designer to modify international homepages to match new US homepage and review template designs for new sections and any other changes being suggested by different localities.
- Producer to manage efforts, review sites, coordinate schedules with inhouse dev and marketing teams.
- Note: timeline is based on assumption that localized sites will be built by in-country 3<sup>rd</sup> parties who will be responsible for all content, in-country project management, and in-country dev for localized sites.

- Research markets, plan for, and build out complete sites for:
  - Spanish (targeting Mexican culture)
  - French
  - Korean
  - Portuguese (targeting Brazilian culture)
- Develop language specific homepages for emerging markets: Malaysia, Netherlands, and Singapore
- Ongoing updates to localized sites based on changes to the US site.
   May include customized itineraries, increased personalization, mobile web, and social networking.

#### Resources needed:

- In-country researchers for web design, content, and SEO
  Producer to manage efforts, review sites, coordinate schedules with inhouse dev and marketing teams. (10-20 hrs/wk)
  In-house dev (level of effort tbd based on how much will be outsourced and what the research shows is needed for each of these markets)
  Editor/writer on as needed basis (hours tbd)